

Luke J. Isitt

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SUMMARY

Senior Product Designer with 7+ years designing complex products at scale across healthcare, education, fintech, and SaaS. Led workflow automation and dual-sided systems serving 100+ clinicians and 15M patients. Delivered 16,900+ hours of operational savings, \$500K+ revenue growth, and 50% gains in team delivery through data-informed, user-centered design.

EXPERIENCE

23ANDME

Product Designer

Mar 2022 to Jan 2025

- Saved medical team ~16,900 hours annually (~8 FTE) by designing three automated clinical workflows that reduced interactions by 99.7% (2,950 to 7 per 50 patients) through workflow research and usability testing, supporting 1,400% patient growth (1M to 15M patients).
- Drove 30% cart conversion increase over 9 months by identifying a broken design system and influencing PM leadership to invest in a strategic rebuild that unblocked development and enabled iterative improvements including sticky CTAs and Apple Pay.
- Accelerated design delivery by 50% (2-week to 1-week delivery cycles) by establishing the Internal Tools design system and co-defining a streamlined product development process, reclaiming 40% of weekly design capacity.
- Led end-to-end design of a dual-sided telehealth platform, defining product requirements and designing parallel information architectures for a 100+ member medical team and 15M patients to balance clinical precision with intuitive patient experiences.

LEMONAID HEALTH

Product Designer

Apr 2021 to Mar 2022

- Drove \$500K in incremental revenue and a 4% increase in new patient conversion by leading a data-informed redesign of the cart and checkout flow, introducing personalized add-on recommendations and transparent pricing.
- Achieved 20% ED service conversion increase by leading the redesign of the Lemonaid Account Hub, introducing a dynamic, priority-based dashboard that reduced prescription management interactions from ~20 to ~3 based on user analytics and patient support insights.
- Accelerated service page launches by 85% (3-week to 3-day build cycles) by founding Lemonaid Health's first design system and establishing a scalable design-to-development workflow across 8 priority services.
- Established a 28-component design system in Figma for Boots UK (Lemonaid Health partner), reducing design delivery time by 80% (5 days to 1 day delivery cycles) and supporting the launch of GLP-1 telehealth services in the UK market.

COGNIVO

Product Designer

May 2020 to Apr 2021

- Led end-to-end design and development of Cognivo's marketing site and two data-intensive hedge fund platforms with HTML, CSS, C#, and JavaScript, establishing a design system that reduced engineering delivery time by 67% and improved site performance by 90%.

EDUCATION

WASHINGTON STATE UNIVERSITY

Completed coursework towards Bachelor of Computer Science (B.C.Sc.) Software Engineering (2017).